



City of San Diego

Revenue Options

**Citizens' Revenue Review and
Economic Competitiveness Commission**



Where we started...

- **More than 20 revenue options from the public, outside experts, Independent Budget Analyst and members of our Commission.**
- **Tonight we would like you to help us focus on FIVE of these... to share your thoughts about these five.**
- **We also want to hear about any other ideas you may have.**



Sales and Use Tax

- **Proposal: Increase San Diego sales tax rate by 1/2 %**
- **Estimated revenue: \$103 million**
- **Requires majority voter approval**
- **San Diego currently has a sales tax rate of 8.75%, tied for the lowest tax rate in San Diego County and among all major California cities**



Business Tax

- **Proposal: Create a new business tax plan based on gross receipts, total rates not to exceed 75% of the statewide average for comparable cities.**
- **Generates \$32.6 additional revenue.**
- **Requires 50% voter approval .**
- **Businesses pay \$150 annual fee plus a % of total gross receipts.**
- **Small business exemption of first \$100,000 of annual receipts.**
- **San Diego has the lowest business tax rates among all major California cities.** San Diego businesses pay an average of **\$79** annually, compared to state average of **\$609**.



Residential Trash Fee

- **Adopt trash collection fees based on container size. The City would not charge fees for recycling in to encourage recycling and minimize waste.**
- **Estimated revenue: \$34 million.**
- **Revocation or modification of Peoples Ordinance; Cost of service study.**
- **Requires City Council approval, subject to veto if a majority of residents protest.**
- **San Diego is the only city in California that does not charge for trash collection through fees or property taxes.**
- **The SD County Grand Jury recommends the City charge for trash collection.**



Beach Parking Lot Fees

- **Proposal: City owned beach area parking lots charge to recover related parking, traffic control, street and beach maintenance costs.**
- **Estimated Revenue:\$2.8 million**
- **Requires Cost of service study; fees collected cannot exceed actual costs.**
- **Requires City Council approval, subject to veto if a majority of residents protest.**



Mission Bay Park Recreation Fees

- **Mission Bay Park parking lots recover related parking, traffic control, street and bay maintenance cost**
- **Estimated Revenue: \$5.2 million**
- **Requires Cost of service study; fees may not exceed actual costs.**
- **Requires City Council approval, subject to veto if a majority of residents protest.**